

666240"4E020E60

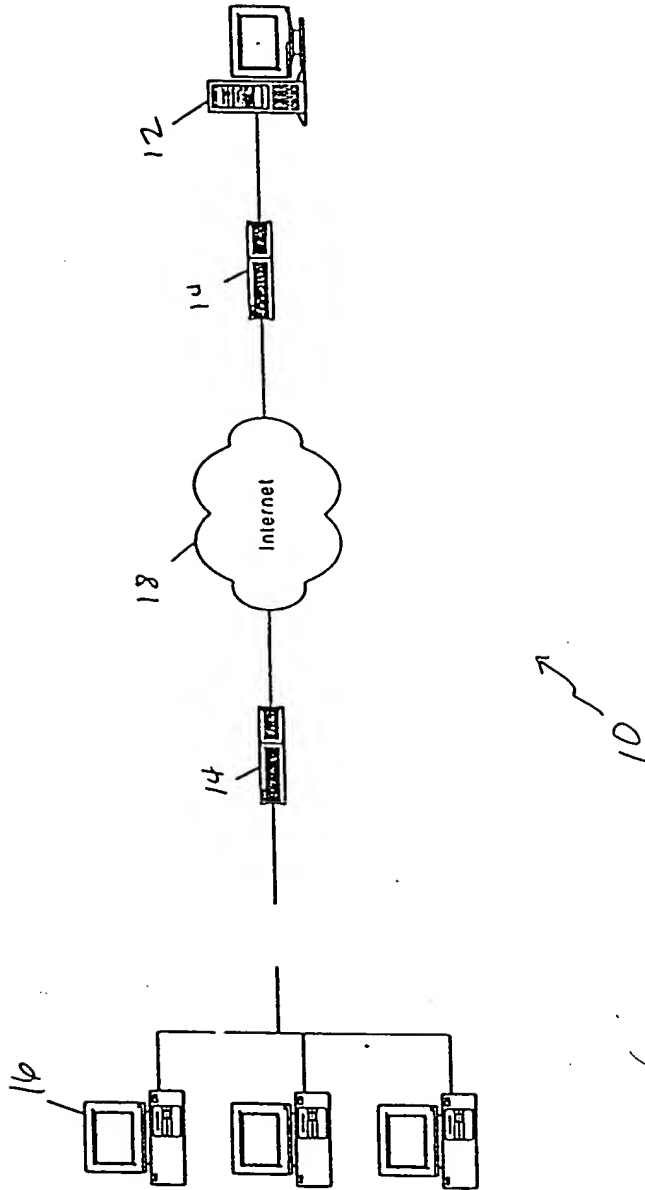


Fig. 1

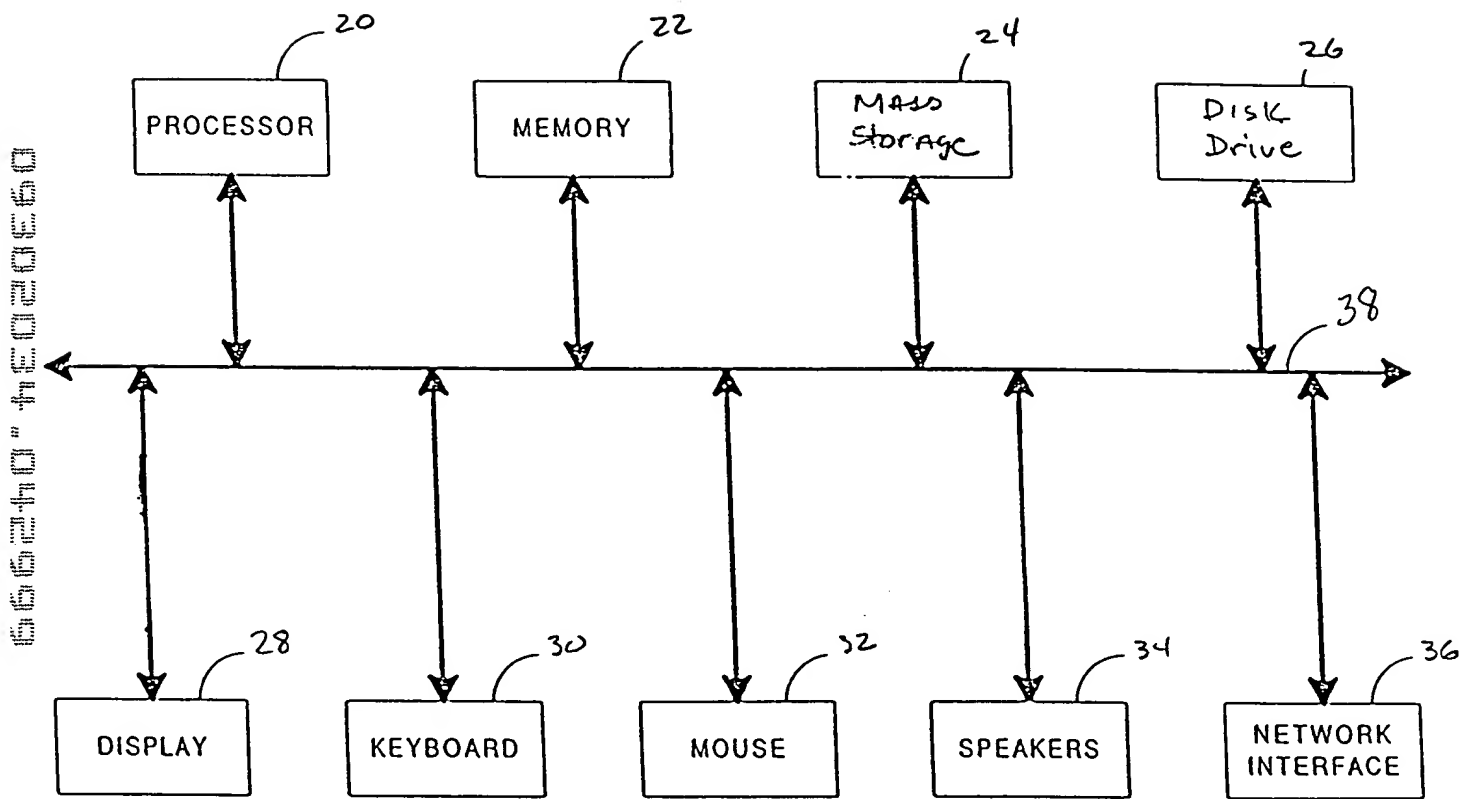


FIG. 2

12 ↗

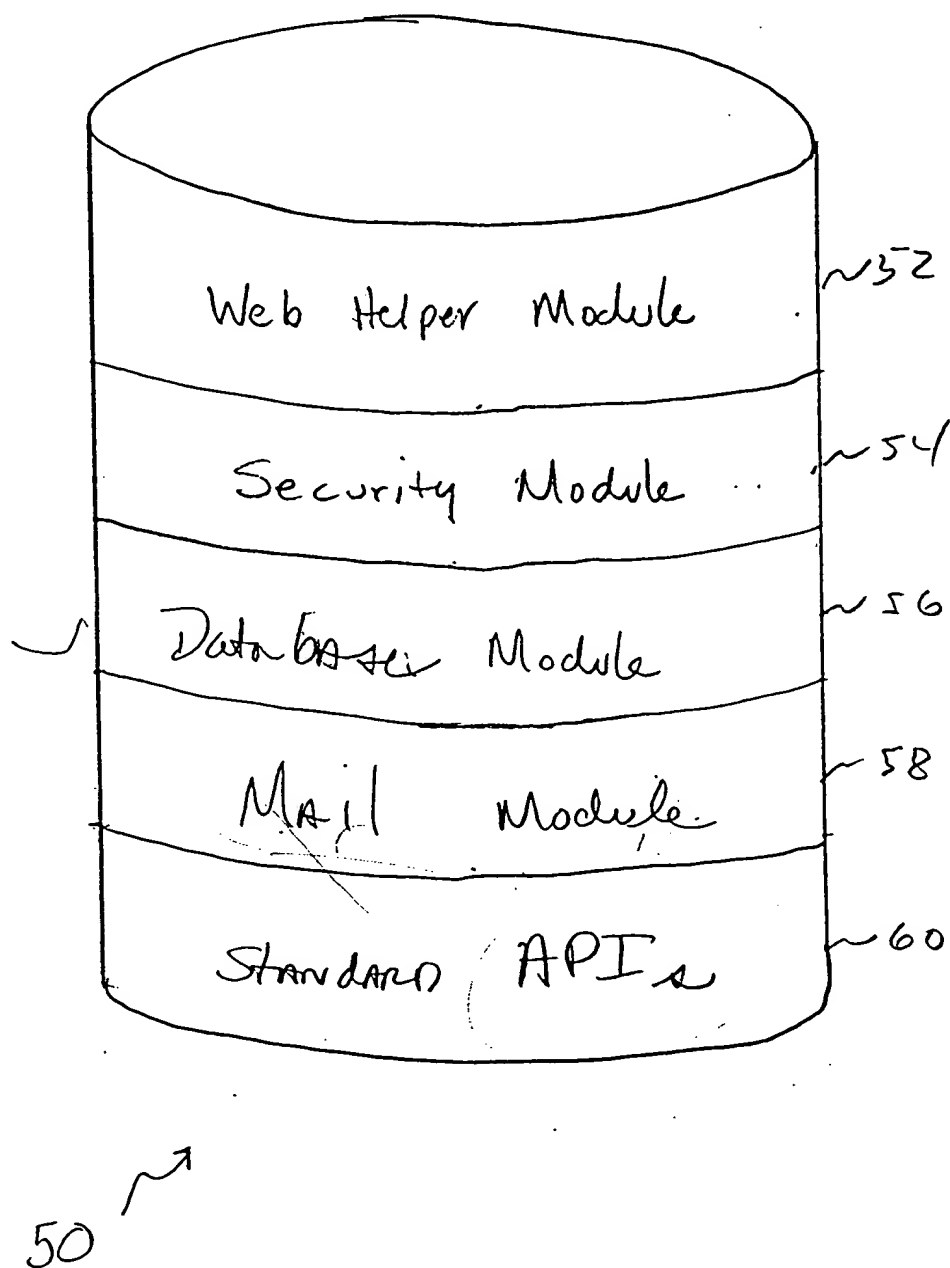


Figure 3

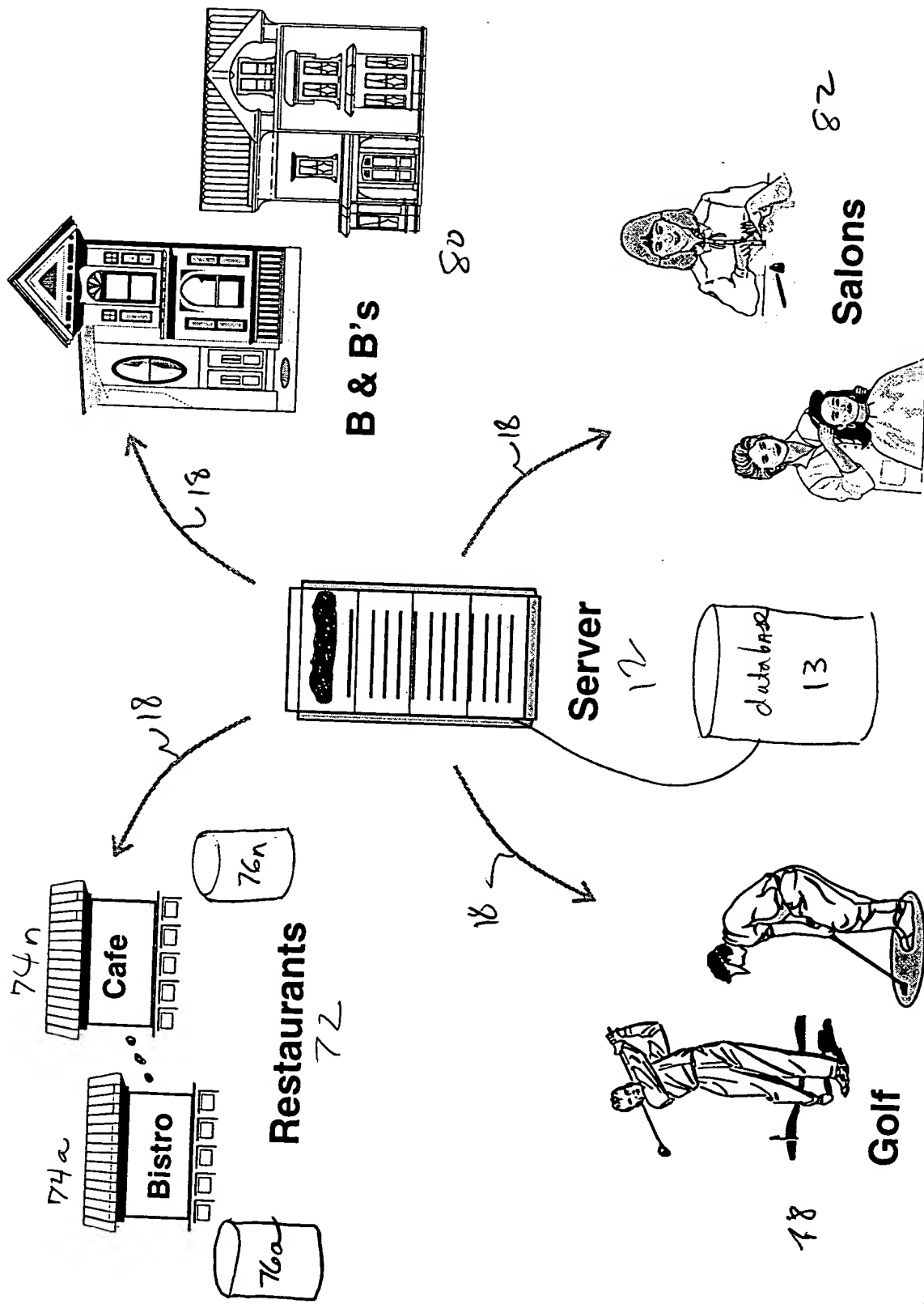


Figure 4

**B**[eCuisine](#) ~ 92[eBanquet](#)[eB&B](#) ~ 96[eGolf](#) ~ 94[Free Membership](#) ~ 98[About eShock](#) ~ 100[Contact us](#) ~ 102

Welcome to *eShock*

The Internet reservation booking site!

Search our list of affiliated proprietors in the restaurant,  
golf, and bed & breakfast industries and enjoy the convenience  
of booking a reservation over the Internet!

90 ↗

Figure 5

**B**[eCuisine](#)[eBanquet](#)[eB&B](#)[eGolf](#)[Free Membership](#)[About eShock](#)[Contact us](#)

### New Member sign up here...

Join us free! Please take a moment to fill out this simple form and become a eShock member.

Pick a login name	<input type="text"/>
Choose a Password	<input type="text"/> (mini characters)
Confirm Password	<input type="text"/>
First name	<input type="text"/>
Last name	<input type="text"/>
Street address	<input type="text"/>
City	<input type="text"/>
State	Select State <input type="text"/>
Zip Code	<input type="text"/>
Phone	<input type="text"/>
eMail address	<input type="text"/>
Do you want to receive emails from eShock on restaurant's promotional?	<input checked="" type="radio"/> Yes <input type="radio"/> No



Figure 5B

B

eCuisine ~92

eBanquet

eB&amp;B ~96

eGolf ~94

Free Membership ~98

About eShock ~90

Contact us ~102

## Restaurant Search ~112

Restaurant Name	114
City	116
State	Select State 118 <input checked="" type="checkbox"/> ~124
Type of cuisine	Select Cuisine <input checked="" type="checkbox"/> ~124



Restaurant Sign Up - become a member of the eShock's eCuisine network ~126

Recommend restaurant to join the eCuisine network ~128

Restaurant Maintenance Center ~132

FAQs ~130

Figure 6A

110

City	132	<input type="button" value="v"/>	~124
State	133	<input type="button" value="v"/>	~124
Date	134	<input type="button" value="v"/>	~124
Type of Cuisine	135	<input type="button" value="v"/>	~124
Time	From 136a <input type="button" value="v"/> ~124	To 136b <input type="button" value="v"/> ~124	
GO ~137			

## Join eCuisine and have your reservation available online...

Restaurant Name	<input type="text"/>
Restaruant owner's Name	<input type="text"/>
Street address	<input type="text"/>
City	<input type="text"/>
State	Select State <input type="button" value="v"/>
Zip Code	<input type="text"/>
Phone	<input type="text"/>
Fax	<input type="text"/>
eMail address	<input type="text"/>
Type of cuisine	Select Cuisine <input type="button" value="v"/>
Please pick a User Name	<input type="text"/>
Please enter your password	<input type="text"/>
Do you have banquet services as well?	<input checked="" type="radio"/> Yes <input type="radio"/> No
Do you have your own restaruant web site?	<input checked="" type="radio"/> Yes <input type="radio"/> No



As a restaurateur, how can you benefit from the Internet revolution? Of course it would. Check out all the benefits of joining the eShock community:

- A worry-free custom web site filled with information specific to your establishment, like menus, wine list, reviews etc., all created and maintained for you by eShock.
- An online based reservation booking system. Eliminate your antiquated pencil and paper reservation tracking system.
- Direct customer marketing over the Internet. Customers are using the Internet more and more for convenience, speed and immediacy. Be a leader in the Internet recolution. Join eShock's eCuisine community today and enjoy the benefits of eCommerce!
- Reservation booking convenience for your customers
- Customer

Figure 6B



**B**[eCuisine](#)[eBanquet](#)[eB&B](#)[eGolf](#)[Free Membership](#)[About eShock](#)[Contact us](#)

### Recommend a restaurant

Make sure your favorite restaurant knows you are looking for them at eShock. Just fill out the brief form below and we will follow up to invite them to become a member of the eCuisine community.

Restaurant Name	<input type="text"/>
Restaurant owner's name	<input type="text"/>
Address	<input type="text"/>
City	<input type="text"/>
State	<input type="text" value="Select State"/> <input type="checkbox"/>
Zip Code	<input type="text"/>
Phone	<input type="text"/>
Type of cuisine	<input type="text" value="Select Cuisine"/> <input type="checkbox"/>
Reasons I like this restaurant	<input type="text"/>
Your Name	<input type="text"/> Thank your recommendation!
Your eMail	<input type="text"/>



Figure 6C

**B****eCuisine****eBanquet****eB&B****eGolf****Free Membership****About eShock****Contact us****Search result**

Restaurant	City	Cuisine	Zagat's Rating	Price	Diners' Co
Grandview Restaurant	Burlingame	Chinese	***	\$\$\$	Message 1-
Hong Kong Flower Lounge	SF	Chinese	***	\$\$\$	Message 1-
Try Me	San Jose	Chinese	***	\$\$\$	Message 1-
Try Me	San Jose	Chinese	***	\$\$\$	Message 1-
Try Me	San Jose	Chinese	***	\$\$\$	Message 1-
Try Me	San Jose	Chinese	***	\$\$\$	Message 1-
Try Me	San Jose	Chinese	***	\$\$\$	Message 1-
Try Me	San Jose	Chinese	***	\$\$\$	Message 1-
Try Me	San Jose	Chinese	***	\$\$\$	Message 1-
Try Me	San Jose	Chinese	***	\$\$\$	Message 1-

New Restaurant Search

Figure 7

B

Menu ~172

Specials ~173

Wine List ~174

Photos ~175

Reviews ~176

Table Reservation ~177

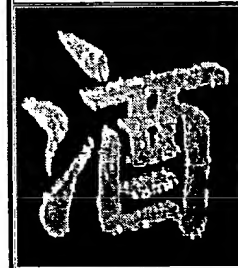
Table Cancellation ~178



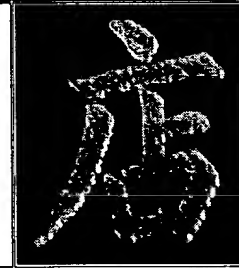
~177  
Make a  
 reservation



Grandview  
 Restaurant



Review



170 ↗

Figure 8

**B***Menu**Specials**Wine List**Photos**Reviews**Table Reservation**Table Cancellation***Reservation for Grandview restaurant**

Please provide the following information so that we can check real-time table availability for you.

Date you wish to book your reservation	4/23/99 <input checked="" type="checkbox"/> ~124 194
How many people in your party?	4 <input checked="" type="checkbox"/> ~124
Smoking?	<input checked="" type="radio"/> No <input type="radio"/> Yes 193a
Special Dietary Requests?	193b
Special Occasion?	<input type="radio"/> No <input checked="" type="radio"/> Yes, please describe: 193c

**Go** ~195

190 ↗

Figure 9

# Cancel a Reservation

Party Name	<input type="text"/>
Date of Reservation	<input type="text"/> ▾
email address	<input type="text"/>
User ID	<input type="text"/>
Password	<input type="text"/>

197

~198

196

Figure 9B

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**B****Menu****Specials****Wine List****Photos****Reviews****Table Reservation****Table Cancellation**

You have selected a table for 4 on 4/23/99. Here are the times a reservation is available:

~206 ~208 ~204

Time	Availability
<b>Lunch</b>	
11:00	<input type="button" value="Available"/>
11:30	<input type="button" value="Available"/>
12:00	<input type="button" value="Available"/>
12:30	<input type="button" value="Available"/>
<b>Dinner</b>	
1:00	<input type="button" value="Available"/>
5:00	<input type="button" value="Available"/>
5:30	<input type="button" value="Available"/>
6:00	<input type="button" value="Available"/>
6:30	<input type="button" value="Available"/>
7:00	<input type="button" value="Available"/>
7:30	<input type="button" value="Available"/>
8:00	<input type="button" value="Available"/>
8:30	<input type="button" value="Available"/>
9:00	<input type="button" value="Available"/>

Select a starting time for your reservation (by clicking on the closest 1/2 hour increment slot)

200 →

Figure 10

A table for 4 on 4/25/99 is available at 6:30 PM. Do you want to confirm your reservation now? ~ 222

For eShock members, confirm your reservation now by signing in

Member ID	<input type="text" value="226"/>
Password	<input type="text" value="228"/>



~ 224

~ 230

If you are not yet an eShock member yet, you need to join to book your reservation. What are you waiting for, it's free!

Membership Sign-up

Select a login name	<input type="text"/>
Choose a Password	<input type="text" value="(minimum 4 characters)"/>
Confirm Password	<input type="text"/>
First name	<input type="text"/>
Last name	<input type="text"/>
Street address	<input type="text"/>
City	<input type="text"/>
State	<input type="text" value="Select State"/>
Zip Code	<input type="text"/>
Phone	<input type="text"/>
eMail address	<input type="text"/>
Do you want to receive emails from eShock on restaurant's promotional?	<input checked="" type="radio"/> Yes <input type="radio"/> No 231a ~ 234b



~ 232

220

Figure 11

~ 236

**B****Menu****Specials****Wine List****Photos****Reviews****Table Reservation****Table Cancellation**

To confirm your table reservation for 4 on 4/23/99 at 6:30 PM, please enter your credit card number, a \$20 no show if you do you show up and \$1 eShock reservation charge will apply to your card.

252

Credit card number	<input type="text" value="242"/>
Credit card Type	VISA <input type="text" value="244"/> <input checked="" type="checkbox"/> ~124
Expiration date	Jan <input checked="" type="checkbox"/> 1999 <input checked="" type="checkbox"/> ~124

248



~250

240

Figure 12



**B**[Menu](#)[Specials](#)[Wine List](#)[Photos](#)[Reviews](#)[Table Reservation](#)[Table Cancellation](#)

Your table reservation booking for 4 on 4/23/99 at 6:30 PM, is confirmed. Do you want to make another reservation at Grandview? or perform back to eShock homepage?

262

260

Figure 13

**B**[eCuisine](#)[eBanquet](#)[eB&B](#)[eGolf](#)[Free Membership](#)[About eShock](#)[Contact us](#)

If you're not a participating restaurant in the eCuisine community, sign up now!

↖ 281

If you are a participating restaurant, log-in now:

User Name	<input type="text" value="284"/>
Password	<input type="text" value="286"/>

~ 282



~ 288

↗ 280

Figure 14

**B****Manage Reservation****Direct Marketing****Revise Web Site****Create Table  
Reservation Templates****Logout**

Welcome to the Restaurant Center! This area allows you, the restaurateur, to take advantage of the Internet like never before by:

- Managing all your reservations (via walk-in, phone or Internet) with an automated record-keeping system.
- Sending direct marketing email messages to your customer database, thus reducing your excess inventory of tables, and
- Revising and updating your web-site to attract more customers to your establishment.

Figure 15

  
**B**[Manage Reservation](#)[Direct Marketing](#)[Revise Web Site](#)[Create Table  
Reservation Templates](#)[Log out](#)**Restaurant Center - Manage Reservations**

Table reservation chart

Date:	4/23/99 <input checked="" type="checkbox"/> ~124	~ 311 312
Party size:	ALL <input checked="" type="checkbox"/> ~124	313

**Go** ~ 314

Customer search

Date:	4/23/99 <input checked="" type="checkbox"/>
Last name:	316(a)
First name:	316(b)
Phone no.:	316(c)
email address:	316(d)

**Go** ~ 318

310

Figure 16



**B**

Name Search 334

**GO** ~ 336

New reservation

Change reservation

Block out tables

View another date

Change party size

Help

Exit

## Restaurant Center - Manage Reservations

This is the reservation screen for all tables on 4/23/99. ~ 322

~ 324

Table No.	1	2	3	5	6	7	8	9	10	~ 326
Table Size	4	4	8	8	12	12	12	2	2	~ 328
11:00 AM										~ 330a
11:15 AM										
11:30 AM										
11:45 AM								332		
12:00 PM										
12:15 PM										
12:30 PM										
12:45 PM										
1:00 PM										
1:15 PM										
1:30 PM										
1:45 PM										
2:00 PM										
Table No.	1	2	3	5	6	7	8	9	10	
Table Size	4	4	8	8	12	12	12	2	2	
5:00 PM										
5:15 PM										
5:30 PM										
5:45 PM										
6:00 PM										
6:15 PM										
6:30 PM										
6:45 PM										
7:00 PM										
7:15 PM										
7:30 PM										
7:45 PM										
8:00 PM										
8:15 PM										
8:30 PM										
8:45 PM										
9:00 PM										
9:15 PM										~ 330i

Figure 17

320

~ 352

Block OUT  
TABLE

☒ No    ☐ Yes

Party Name

Party Size

Smoking ☒ No    ☐ Yes ← 358

Special Dietary  
Requests

Special Occasion

~ 364

332

350

Figure 18

666240-4E020E60

~ 360

Party Name	<input type="text" value="362a"/>
Party Size	<input type="text" value="362b"/>
Smoking	<input checked="" type="radio"/> No <input type="radio"/> Yes ~ 362c
Special Dietary Request	<input type="text" value="362d"/>
Special Occasion	<input type="text" value="362e"/>
Arrived	<input checked="" type="radio"/> Yes <input type="radio"/> No ~ 364
Cance/Change	<input checked="" type="radio"/> No <input type="radio"/> Yes ~ 366
<input type="text" value="1GO"/>	

Figure 19

index

Page 1 of 1

**B**

302  
Manage Reservation

304  
Direct Marketing

305  
Revise Web Site

306  
Create Table Reservation Templates

308  
Logout

Restaurant Center - Direct Marketing

Type in your direct marketing message here:

The special tonight is Maine lobster  
Receive a free dessert when you make an on-line reservation  
Your tenth dinner is free at Grandview

Please review your message above carefully before you press the GO button below

402

Go 404

400

Figure 20



**B****Manage Reservation**

~302

**Direct Marketing**

~304

**Revise Web Site**

~305

**Create Table  
Reservation Templates****Logout**

306

308

**Restaurant Center - Revise Website**

Please choose the area which you would like to revise:

Please choose the area which  
you would like to update:**Specials** ☒

412



~414

410

Figure 21

**B****Manage Reservation****Direct Marketing****Revise Web Site****Create Table  
Reservation Templates****Logout****Restaurant Center - Revise Website**

To update your menu, just enter the item number, the description and price in the space below. When finished, simply hit the return key and the entry will automatically be updated.

Item

 ~ 432

Dish Name

 433

Description

 434

Price

 436**Go** ~ 438

420

Done

Figure 22

**Current Today Special Menu**

424

428

422

Item

1

Dish Name

Fried Fish ~ 426

Description

Price

15.00 ~ 430

Item

2

Dish Name

Braised Shanghai style whole cracked crab

Description

House specialty-delicious whole crab braised with ginger, green onions and b

Price

\$21.95

Item

3

Dish Name

Tsing-Tao beer Prawns

Description

Back by popular demand! Prawns lightly saut ed with the special Chinese bee zucchini and carrots

Price

\$12.95

Item

4

Dish Name

Fresh mussels with spicy black bean sauce

Description

Exquisite myssels seasoned with a special spicy black bean sauce.

Price

\$12.95

Item

5

Dish Name

Saut ed spicy Hunan smoked ham with leeks

Unique Chinese smoked ham sauteed with a special hot and spicy chili and le



Figure 2.3

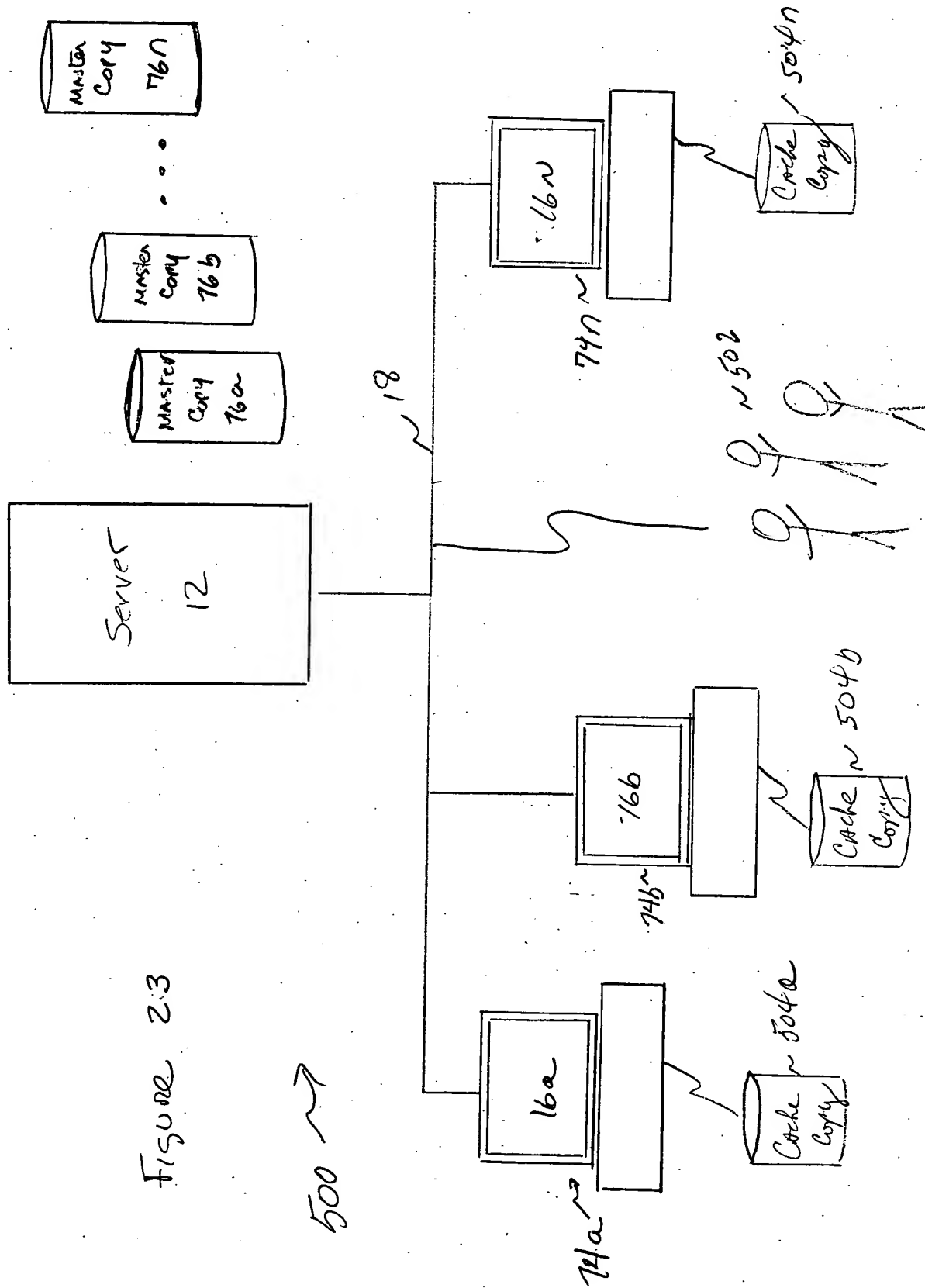
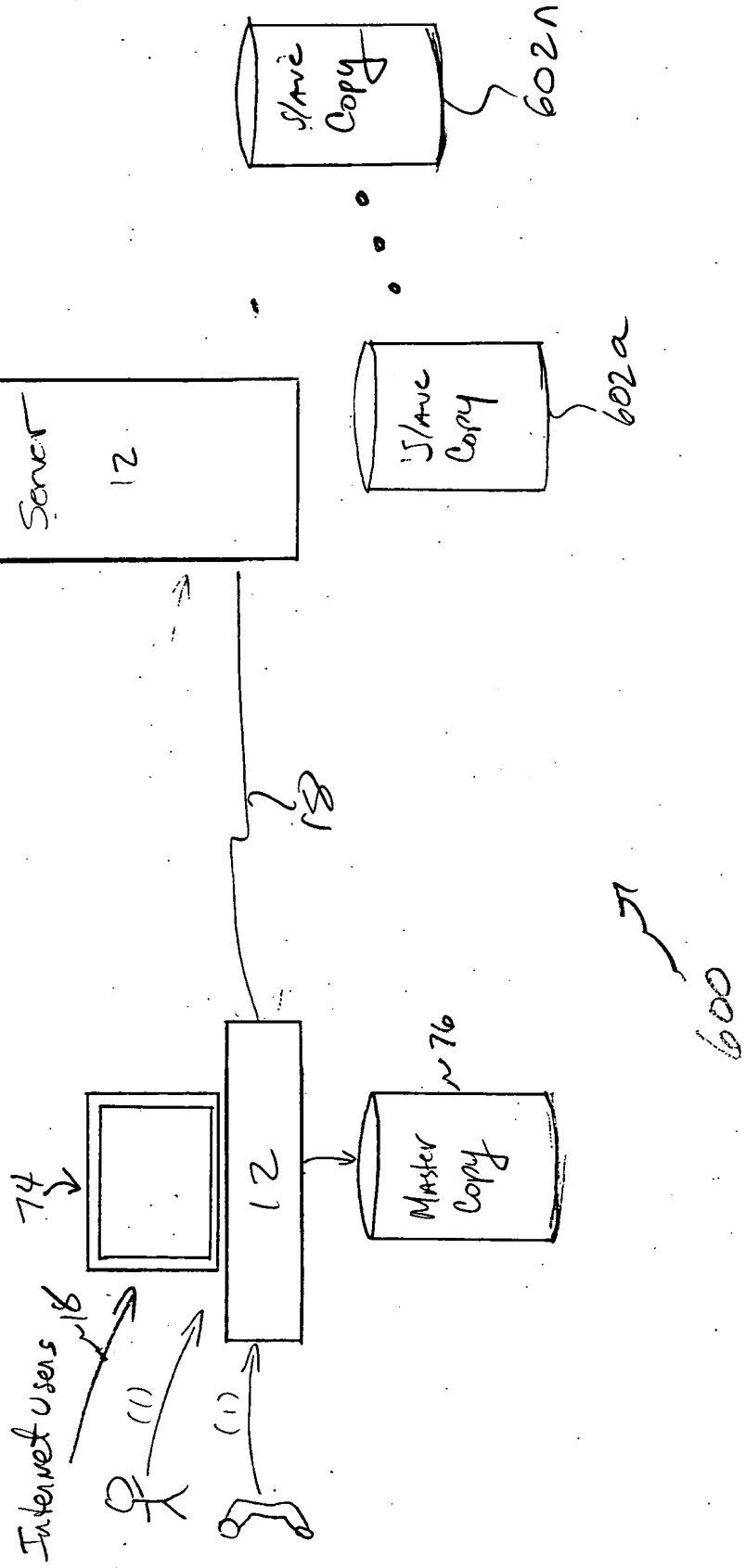
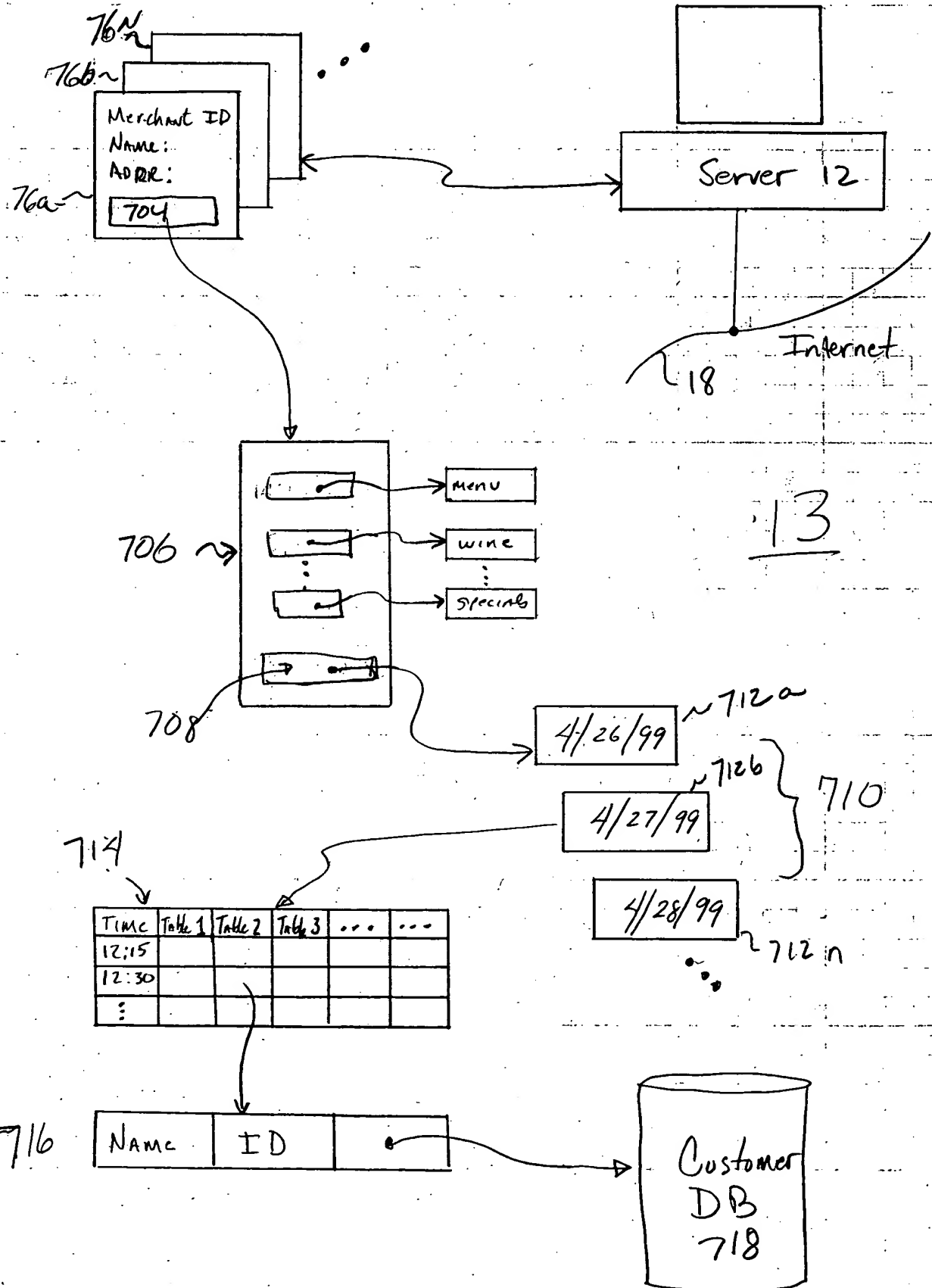


Figure 24



# Figure 25





666240-1420660

Figure 26

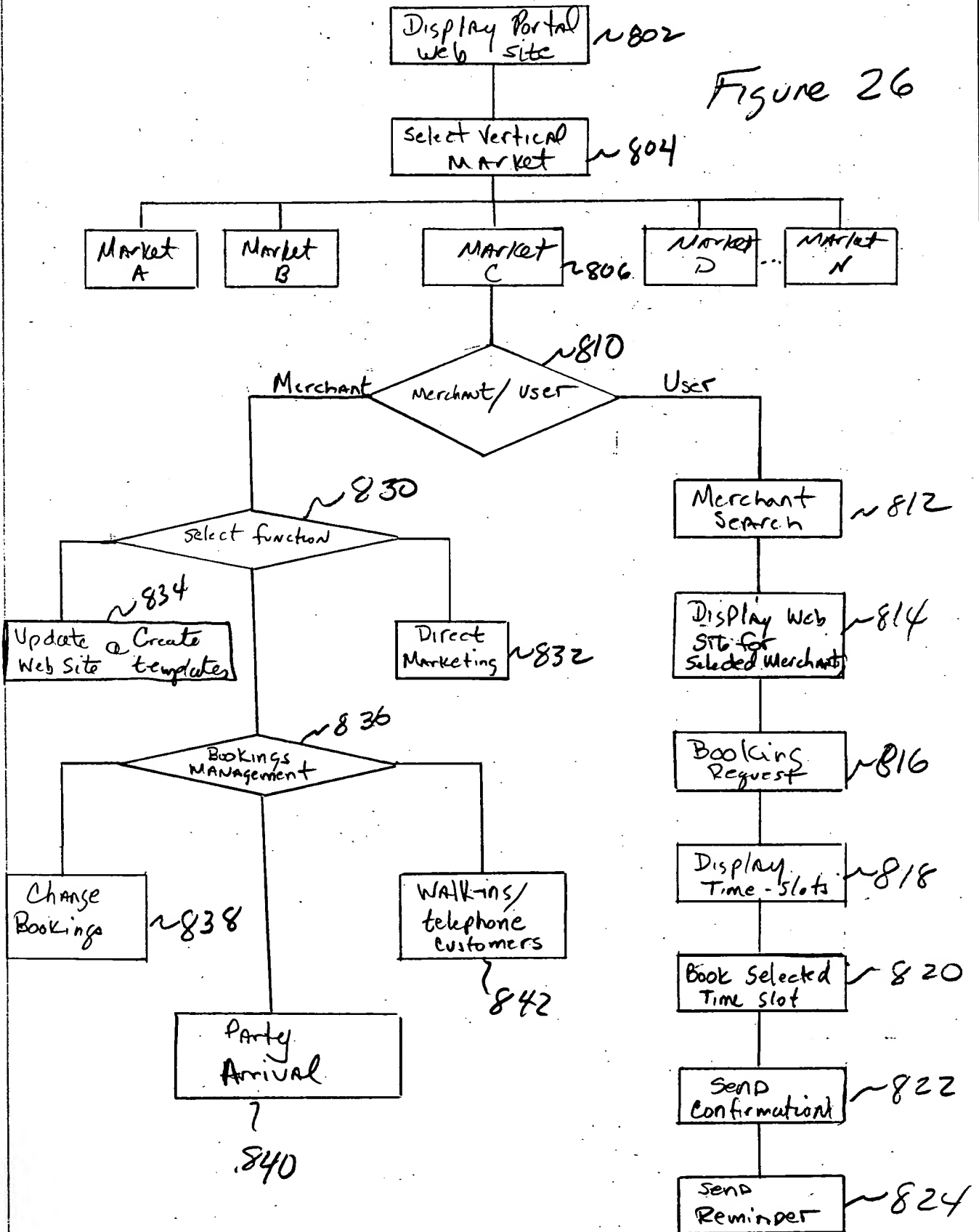


Figure 27

On-Line Action For Reservation

900

Description of  
time slot to  
be Auctioned

Date: January 31, 2000

A double room at the  
Good Night Hotel centrally  
located one block from the  
stadium, the site for the  
Year 2000 Superbowl

~902

Opening Price:

\$ 200/night

~904

Date Bidding  
Ends

~906

Current Highest  
Bid

~908

Submit new  
Bid Amount

~910

GO ~912

~914

The highest bid on the date the bidding ends  
is the accepted bid. All accepted bids are  
binding.